

## INVOICE



**WKMG**  
**4466 N. John Young Pkwy**  
**Orlando, FL 32804**  
**TEIN: 06-0903509**  
**Main: (407)291-6000**  
**Billing: (407)521-1238**

http://www.local6.com

Billing Address:

**John McLaughlin & Associates**  
**Attention: Accounts Payable**  
**919 Prince Street**  
**Alexandria, VA 22314**

Send Payment To:

**WKMG**  
**PO Box 864255**  
**Orlando, FL 32886-4255**  
**TEIN: 06-0903509**

Invoice #	Invoice Date	Invoice Month	Invoice Period
262075-1	10/28/12	October 2012	10/01/12 - 10/28/12

Station	Account Executive	Sales Office	Sales Region
WKMG	Kristen Waskie	MMT/Philadelph	National

Advertiser	Product	Estimate Number
POL/RPOF 3 PACK/R/STR/I	RPOF/3PACK PLAKON, B	

Flight Dates	Order #	Alt Order #
10/16/12 - 10/28/12	262075	06375301

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/22/12	10/24/12	Local 6 News 12-1230p	12-1230p	M-W----	:30	2	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M-W---- 2 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 2 WKMG 10/22/12 12:24 PM Local 6 News 12-1230p 12-1230p :30 DENT0002 \$900.00 NM 1 WKMGW 10/24/12 12:22 PM Local 6 News 12-1230p 12-1230p :30 DENT0003 \$900.00 NM									
2	10/22/12	10/25/12	News at 6p	6-630p	M-WT---	:30	3	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M-WT--- 3 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WKMG 10/22/12 5:59 PM News at 6p 6-630p :30 DENT0002 \$1,400.00 NM 1 WKMGW 10/24/12 6:26 PM News at 6p 6-630p :30 DENT0003 \$1,400.00 NM 2 WKMGTh 10/25/12 6:29 PM News at 6p 6-630p :30 DENT0004 \$1,400.00 NM									
3	10/17/12	10/19/12	News at 6p	6-630p	--W-F--	:30	2	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --W-F-- 2 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGW 10/17/12 6:21 PM News at 6p 6-630p :30 DENT0002 \$1,400.00 NM 2 WKMGF 10/19/12 6:29 PM News at 6p 6-630p :30 DENT0002 \$1,400.00 NM									
4	10/18/12	10/18/12	News at 7p	7-7:30p	---1---	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ---1--- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGTh 10/18/12 7:23 PM News at 7p 7-7:30p :30 DENT0002 \$1,700.00 NM									

We warrant that the actual broadcast information shown on this invoice was taken from the program log.

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. Station reserves the right to purge materials after 90 days from last date of air. The expense of resending materials will be paid by client.

NONDISCRIMINATION POLICY: Post-Newsweek Stations, Inc. and its stations do not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract is hereby rejected.

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262075-1	10/28/12	October 2012	10/01/12 - 10/28/12
Advertiser	Product	Estimate Number	
POL/RPOF 3 PACK//R/STR	RPOF/3PACK PLAKON, B		

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
5	10/24/12	10/24/12	M-F 11p News	11-1135p	--1----	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 --1---- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGW 10/24/12 11:27 PM M-F 11p News 11-1135p :30 DENT0003 \$1,700.00 NM									
6	10/28/12	10/28/12	CBS Sunday Morning	9-1030a	-----1	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 -----1 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGsu 10/28/12 9:45 AM CBS Sunday Morning 9-1030a :30 DENT0004 \$1,800.00 NM									
7	10/21/12	10/21/12	CBS Sunday Morning	9-1030a	-----1	:30	1	\$1,400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$1,400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGsu 10/21/12 10:29 AM CBS Sunday Morning 9-1030a :30 DENT0002 \$1,400.00 NM									
8	10/22/12	10/25/12	News at 7p	7-7:30p	M--T---	:30	2	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 M--T--- 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGm 10/22/12 7:23 PM News at 7p 7-7:30p :30 DENT0002 \$1,700.00 NM 2 WKMGTh 10/25/12 7:23 PM News at 7p 7-7:30p :30 DENT0004 \$1,700.00 NM									
9	10/17/12	10/17/12	Local 6 News 12-1230p	12-1230p	--1----	:30	1	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --1---- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGW 10/17/12 12:21 PM Local 6 News 12-1230p 12-1230p :30 DENT0002 \$900.00 NM									
10	10/17/12	10/17/12	M-F 11p News	11-1135p	--1----	:30	1	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 --1---- 1 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGW 10/17/12 11:27 PM M-F 11p News 11-1135p :30 DENT0002 \$1,700.00 NM									
11	10/16/12	10/16/12	M-F 11p News	11-1135p	-T-----	:30	2	\$1,700.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -T----- 2 \$1,700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WKMGTu 10/16/12 11:00 PM M-F 11p News 11-1135p :30 DENT0002 \$1,700.00 NM 2 WKMGTu 10/16/12 11:24 PM M-F 11p News 11-1135p :30 DENT0002 \$1,700.00 NM									

**Total Spots 17 Gross Total \$24,800.00**

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**Payment Terms 30 Days**

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262075-1	10/28/12	October 2012	10/01/12 - 10/28/12

  

Advertiser	Product	Estimate Number
POL/RPOF 3 PACK//R/STR/	RPOF/3PACK PLAKON, B	

<u>Agency Commission</u>	<b>\$3,720.00</b>
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<u>Net Amount Due</u>	<b>\$21,080.00</b>
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